

# ENVIRONMENTAL STRATEGY MATRIX (COMMUNITY DOMAIN)

Strategy	Description of Strategy/Desired Effect	<div> <div>Alcohol Epidemiology Program (AEP; Wagenaar)</div> <div>Principles of Substance Abuse Prevention (SAMHSA/CSAP)</div> <div>Justice (OJJDP; Holder)</div> <div>U.S. Department of Northeast CAPT</div> </div>			
		MEDIA			
1	Use of Mass Media Campaigns Appropriately	Educating community about the norms regarding substance use. Using mass media appropriately by explicitly stating the objectives, using young models who appeal to target group, having messages presented frequently over a long period of time and through multiple channels when the target audience is likely to be exposed.		X <sup>1</sup>	X <sup>0</sup>
2	Countermarketing/Counteradvertising Campaigns	Disseminating information about the hazards of a product or industry that promotes it.		X <sup>1</sup>	X <sup>0</sup>
3	Alcohol Warning Posters	Presenting notices or signs in alcohol establishments that give information about the legal, social, and health effects of alcohol use.	X <sup>B</sup>		X <sup>0</sup>
4	Media (e.g., billboards, PSAs) that describes penalties for certain offenses	Developing community awareness through media efforts. Increasing perceptions of punishment for substance abuse violations and reducing retailer noncompliance.		X	X <sup>0, a, b, v</sup>
5	Media advocacy	Using mass media to advance a public policy initiative or message.		X <sup>1</sup>	X <sup>0</sup>
6	Social marketing	Using the principles of commercial advertising in public health or public service campaigns to make messages more effective.			X <sup>0</sup>
7	Media literacy	Fostering ability to analyze and evaluate messages in the media.			X <sup>0</sup>
POLICY CHANGE					
Restrictions/Regulations					
8	Alcohol Advertising Restrictions in Public Places	Policies banning or limiting the advertisement of alcoholic beverages, especially those aimed at underage youth.	X <sup>A</sup>		X <sup>0, w</sup>
9	Alcohol Restrictions at Community Events	Policies that control availability and use of alcohol in public events (e.g., concerts, fairs), which include anything from total bans to posting warnings.	X <sup>C</sup>		X <sup>0</sup>
10	Alcohol Use Restrictions in Public Places	Controlling availability and use of alcohol in public places where consumption by underage youth may happen, including restrictions such as total bans, open container laws, controlling hours of sale, and restricting places.	X <sup>C</sup>		X <sup>0</sup>
11	Limit and restrict the location and density of retail alcohol outlets	Reducing consumption and alcohol-related problems. Creating buffer zones of at least 1,000 feet to separate alcohol outlets from schools, youth facilities, and residential neighborhoods.		X	X <sup>0</sup>
13	Conditional use permits for alcohol outlets	Reducing availability can reduce youth access by controlling access overall.			X <sup>2</sup>
14	Prohibition of alcohol sponsorship of public events	Policies banning or limiting advertisement by alcohol sponsors at public events.		X <sup>1</sup>	
Server/Seller					
15	Guidelines for Checking Age Identification	Providing written guidelines at stores, bars, or restaurants that give employees specific instructions for checking identification.	X <sup>B</sup>		X <sup>0</sup>
16	Responsible Beverage Service Training (voluntary or mandatory)	Training managers and servers/sellers of alcohol outlets to avoid selling alcohol to underage youth or individuals who are intoxicated (also known as dram shop liability).	X <sup>B</sup>		X <sup>0, o</sup>
17	Combine beverage server training and law enforcement	Educating and training for beverage servers on penalties, signs of intoxication, and false identification.		X	X <sup>0</sup>

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18	Checking Age Identification	Requiring installation and use of drivers license scanners by all alcohol retailers over a period of time.				X <sup>4</sup>	
<b>General Policy</b>							
19	Support clean indoor air laws	Placing restrictions on tobacco use in public places and private workplaces to reduce sales and prevalence among youth and adults.		X			X <sup>0, v</sup>
20	Sales displays that discourage shoplifting	Presenting displays that do not encourage shoplifting.				X <sup>2</sup>	
21	Community member feedback	Pointing out to owners of businesses that their employees are not obeying laws (e.g., waiters are serving drinks to minors).					X <sup>0</sup>
<b>ENFORCEMENT/COMPLIANCE</b>							
<b>Enforcement--Businesses/ Merchants</b>							
22	Administrative Penalties	Penalizing alcohol license holder (e.g., fine) for not complying with state laws and local ordinances. Generally an alternative to prosecution.	X <sup>B</sup>			X <sup>2, 4</sup>	X <sup>0</sup>
<b>Enforcement--Suppliers of alcohol to underage youth</b>							
23	Social Host Liability	Making adults who provide alcohol to underage youth responsible if the underage youth is harms/injures or harms/injures another person.	X <sup>C</sup>			X <sup>2, 4</sup>	X <sup>0</sup>
24	Beer Keg Registration	Keg tagging helps to identify and punish adults who purchase beer kegs for underage youth.	X <sup>C</sup>			X <sup>2, 4</sup>	
25	"Party patrols"	Special police that contain underage parties and ticket underage youth and adults who provide alcohol to them.				X <sup>2, 4</sup>	
26	"Shoulder-tap" enforcement programs	Reducing the practice used by minors to get alcohol from strangers at retail outlets.				X <sup>4</sup>	
<b>Enforcement--Drivers</b>							
27	Enforce impaired-driving laws	Increasing public perception of risk involved in being caught.		X		X <sup>3</sup>	X <sup>0</sup>
28	Immobilize or impound the vehicles of those individuals convicted of impaired driving	Reducing the DUI recidivism rates for multiple offenders.		X			
<b>Enforcement--Possession by youth</b>							
32	Apply appropriate penalties to minors in possession	License revocation, administrative, and civil penalties for violations of zero-tolerance laws.				X <sup>4</sup>	X <sup>0</sup>
33	"Cops in shops"	Police ticket minors attempting to purchase alcohol and also establishes a relationship with retailers as a first step toward comprehensive prevention.				X <sup>2, 4</sup>	X <sup>0</sup>
34	Penalties for using false identification	Punishing underage youth for using false identification for the purchase of alcohol.				X <sup>2, 4</sup>	X <sup>0</sup>
35	Special enforcement campaigns to prevent parties where alcohol is served to minors	Preventing parties where underage youth are served alcoholic beverages				X <sup>2</sup>	
36	Restrict and monitor teen parties at motels and hotels	Making hotels and motels more responsible if they rent rooms for teenage parties.				X <sup>4</sup>	
<b>Compliance</b>							
37	Compliance Checks	Identifying establishments that sell alcohol to youth through mandatory or voluntary checks, generally used for enforcement or as educational (e.g., a warning).	X <sup>B</sup>			X <sup>2, 4</sup>	X <sup>0</sup>

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38	Enforce minimum purchase age laws using undercover buying operations/ Employ more frequent enforcement operations			X <sup>1</sup>	X <sup>2,4</sup>	X <sup>0</sup>
39	Penalties for violating noncommercial availability restrictions				X <sup>4</sup>	X <sup>0</sup>
40	Internal compliance checks conducted by management to ensure compliance				X <sup>4</sup>	
41	Increase inspections and enforcing regulations for run-down buildings					X <sup>u,0</sup>
42	Surveillance of areas known for illegal drug sales					X <sup>0</sup>
43	Nuisance abatement statutes					X <sup>0,u</sup>

### Key/Reference

- A. **Alcohol Epidemiology Program (AEP; Wagenaar):** <sup>A</sup>Alcohol Advertising, <sup>B</sup>Commercial Access, <sup>C</sup>Social Access  
*Policies to Reduce Youth Access to Alcohol.* Alcohol Epidemiology Program, University of Minnesota. Retrieved March 7, 2003 from [www.epi.umn.edu/alcohol/policy/default.html](http://www.epi.umn.edu/alcohol/policy/default.html)
- B. **Principles of Substance Abuse Prevention (SAMHSA/CSAP):** <sup>S</sup>Society/ <sup>E</sup>Environmental  
*Principles of Substance Abuse Prevention: A Guide to Science-Based Practices in Substance Abuse Prevention.* Department of Health and Human Services. Retrieved March 7, 2003
- C. **U.S. Department of Justice (OJJDP; Holder):** <sup>1</sup>Expressions of Community Norms, <sup>2</sup>Limitations on Access, <sup>3</sup>Prevention of Impaired Driving, <sup>4</sup>Best Practices  
*Strategies to Reduce Underage Alcohol Use: Typology and Brief Overview.* Retrieved March 7, 2003 from [www.udetc.org/documents/strategies.pdf](http://www.udetc.org/documents/strategies.pdf)  
and  
*Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices.* Retrieved March 7, 2003 from [www.udetc.org/documents/accesslaws.pdf](http://www.udetc.org/documents/accesslaws.pdf)
- D. **Northeast CAPT:** <sup>4</sup>Communication, <sup>0</sup>Education, <sup>0</sup>Enforcement, <sup>u</sup>Collaboration, <sup>0</sup>Policy  
*Enforcement: A Strategy of Prevention Practioners.* Northeast Center for the Application of Prevention Technologies (CAPT). Retrieved March 7, 2003 from  
and  
*Improving the Larger Environment.* Northeast Center for the Application of Prevention Technologies (CAPT). Retrieved March 7, 2003 from